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3DO™ INTERACTIVE MULTIPLAYER™

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EDITORIAL CONTACTS:
William Pritchard or Martha Whiteley or Gary Frisch
201-348-7182 201-348-7781 201-392-4571

PANASONIC'S NEW 3DO INTERACTIVE MULTIPLAYER

BOASTS SLEEK NEW LOOK, USER-FRIENDLY MEMORY

LAS VEGAS, January, 1995 -- Panasonic follows up the success of its crowd-pleasing REAL™ 3DO™ Interactive Multiplayer™ system with a new model for 1995, the FZ-10. In addition to a sleek new cabinet, the FZ-10 includes a built-in Memory Management System.

"Our first REAL 3DO Multiplayer system, the FZ-1, built a tremendous following through in-store demonstrations, the availability of top-notch software and word of mouth. This year, Panasonic continues its assault on the interactive video market with the new FZ-10 and an ever-increasing library of software," says Gene Kelsey, assistant general manager, Panasonic Interactive Media Division.

The re-configured Interactive Multiplayer has a smaller footprint than its predecessor. Its sleek new design boasts a top-loading disc mechanism.

Panasonic has also enhanced the game controllers. The FZ-10's controllers provide smoother operation for greater control. They also have a slightly smaller footprint, while maintaining original button and control pad size. The reduction in size will make the controllers more comfortable for small hands.

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With the new Memory Management System, users will be able to tell immediately whether there's enough memory space to save a game in progress or other files. An on-screen graph clearly illustrates the unit's remaining memory, and lets players easily delete files from an accompanying menu.

The FZ-10 REAL 3DO Interactive Multiplayer system employs a specially-designed, 32-bit RISC CPU with 3-megabyte memory (RAM) to draw on the vast storage potential of the compact disc. And while typical 16-bit video game systems can only display between 64 and 256 colors simultaneously, the 3DO system is capable of delivering more than 16 million colors for photorealistic picture quality.

The system's completely interactive design means users can manipulate characters and events on their television screen in real time -- with extraordinary flexibility. On-screen action will quickly and realistically adapt to user decisions and commands. The possibilities are limited only by the imagination of the software programmers.

Audio quality is just as striking. The FZ-10 delivers full digital stereo akin to that of audio CDs, helping to more completely involve the user in the software.

There are currently over 100 titles available for the REAL 3DO Interactive Multiplayer system, representing most of the biggest names in computer and video game software. Titles run the gamut from cutting-edge games and sports simulations to "edutainment" software for both kids and adults. In addition to CD-ROM discs, the FZ-10 can play music CDs, photo CDs and, with a coming MPEG-1 adaptor, the new generation of Video CDs.

The FZ-10 will be available this month, at a suggested retail price of $399.95.

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WAL-MART TO CARRY

PANASONIC REAL 3DO MULTIPLAYER, SOFTWARE

LAS VEGAS, January, 1995 -- Wal-Mart will begin carrying the Panasonic REAL™ 3DO™ Interactive Multiplayer™ system and related software in its 2,300 stores nationwide. The decision is the result of a successful test conducted over the last four months in about 60 Florida stores.

"This reaffirms the industry's support of the REAL 3DO Interactive Multiplayer. Coming on top of very strong holiday sales, we can't be more pleased heading into the new year," says Gene Kelsey, assistant general manager, Panasonic Interactive Media Division.

Wal-Mart will begin selling the Interactive Multiplayer and a variety of software titles in their stores nationwide this Spring. The REAL 3DO Interactive Multiplayer is a CD-based system offering advanced motion and graphics capability. In addition to a growing library of software ranging from interactive games and sports simulations to on-screen almanacs and "edutainment" titles, the 3DO system can play audio CDs, photo CDs and, with a coming MPEG-1 adaptor, new Video CDs.

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UNUSUAL WORLDS, DANGER ABOUND IN NEW SOFTWARE

FOR PANASONIC REAL 3DO MULTIPLAYER

LAS VEGAS, January, 1995 -- Owners of the Panasonic REAL™ 3DO™ Interactive Multiplayer™ system can battle deadly aliens, explore ancient labyrinths and use their guile to make their way through an alternate universe with a trio of new titles from Panasonic Software Company.

The games are *The Daedalus Encounter*™, *Seal of the Pharaoh* and *Myst*®, respectively, and all take full-advantage of the incredible 32-bit graphics and digital sound available from the Panasonic FZ-1 or new FZ-10. One, *The Daedalus Encounter*, even stars live actors. Set in the 22nd Century, three survivors from the Inter-Galactic War are trapped in an alien vessel on a collision course with a sun. One survivor, Casey, exists in consciousness only. Represented by the player, Casey must help the other survivors, Ari (Tia Carrere, *Wayne's World* and *Rising Sun*) and Zack, (Christian Bocher, *Another World* and *Melrose Place*) defend themselves against the vessel's piranha-like inhabitants while they figure out how to navigate the ship off of its fatal course. With full 3D effects, Hollywood production values, and multiple plot twists, *The Daedalus Encounter* is

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unlike any other interactive game and will provide many hours of pure entertainment. It will be available in April, 1995, at a suggested retail price of $79.95.

In *Myst*, one of the most innovative video games to come along in years, players travel through surreal landscapes to solve intellectual puzzles that will unlock the mysteries of an alternate universe. This 3DO take on the popular game is the perfect marriage of sprawling images, music, sound effects and narrative, delivered with all the A/V realism the Interactive Multiplayer has to offer. *Myst* will be available this February, at a suggested retail price of $69.95.

An alien world of another type is at the center of *Seal of the Pharaoh*, a three-dimensional role playing game that puts the player in an ancient Egyptian pyramid in search of the hero's missing father. Aided by maps and icons, codes and whispered prophecies, the hero must overcome booby traps, monsters and spirits in order to rescue his father from one of the many hidden dungeons. The game's wide aspect ratio and lifelike sound effects help create the illusion of actually being inside the pyramid. *Seal of the Pharaoh* will be available this month, at a suggested retail price is $59.95.

Panasonic Software Company, based in Santa Clara, Calif., was established to market and develop software primarily for use in the REAL 3DO Interactive Multiplayer.

Myst is a registered trademark of Micro Cabin Corp.
The Daedalus Encounter is a trademark of MECHADEUS.
Seal of the Pharaoh is a copyright of ASK Kodansha Co., Ltd.

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INTERGALACTIC WAR AWAITS 3DO OWNERS

IN *STAR BLADE*

LAS VEGAS, January, 1995 -- Panasonic Software Company is calling on owners of the FZ-1 REAL™ 3DO™ Interactive Multiplayer™ system to help save the world in *Star Blade*, an action-packed new software title in which the player is all that stands between survival and armageddon.

Piloting the Starfighter Geosword, players fly three-dimensionally through space in order to destroy the mechanized planet "Red Eye," which threatens the human race. It's no easy task: they must overcome attack and defense fighters, city-like star cruisers and laser-equipped asteroids -- plus Red Eye's own surface weapons -- in order to reach the Octopus Power Generator and turn the hostile planet into stardust.

With non-stop excitement, full 360-degree perspective and digital sound effects, combatants will feel like they're strapped into a real starfighter. The progressively-difficult waves of opposition will keep them coming back for more.

Star Blade is available now, at a suggested retail price of $69.95.

Panasonic Software Company was established to market and develop software primarily for use in the REAL 3DO Interactive Multiplayer. The company is based in Santa Clara, Calif.

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MOUSE CONTROLLER, VIDEO CD ADAPTOR

AMONG NEW ACCESSORIES FOR REAL 3DO MULTIPLAYER

LAS VEGAS, January, 1995 -- Owners of the Panasonic FZ-1 or FZ-10 REAL™ 3DO™ Interactive Multiplayer™ can expand their enjoyment of the system with several new accessories.

With the FZ-FV1 MPEG-1 adaptor, users can watch music videos, feature-length movies or anything else recorded in the new Video CD format. Video CD combines 74 minutes of digital audio, like that on a compact disc, with 74 minutes of video on a five-inch disc. Besides movies and music videos, its applications include animation, children's picture books, sports instructions, how-to guides and travel guides.

On-screen menus give users easy control over functions such as play and pause, stop, fast forward, reverse, step frame forward/reverse and contents. There's also a Help function. The Video CD adaptor connects directly to the FZ-1 expansion port. Another adaptor, Model FZ-FV10, will connect to the new FZ-10 Interactive Multiplayer. Both adaptors will be available in the first quarter of 1995, at a suggested retail price of $249.95

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REAL owners can also take advantage of a new three-button mouse. By scrolling the mouse over any flat surface and clicking the appropriate button, users can move freely about on-screen menus, enter and exit software screens and files, and operate applicable software titles. The FZ-JM1 mouse will be available in March, 1995.

Finally, a six-button controller, Model FZ-JJ1XP, is available directly from Panasonic. The controller provides for enhanced control of the new *Super Street Fighter II Turbo* game, and can be used for several upcoming 3DO titles as well. The FZ-JJ1XP is available now for $29.95.

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NEW SOFTWARE, EXPANDED CAPABILITIES CARRY

PANASONIC *REAL* MULTIPLAYER INTO '95

LAS VEGAS, January, 1995 -- An abundance of software, increased exposure among target audiences and enhanced capabilities are keys to the continued success of the Panasonic REAL™ 3DO™ Interactive Multiplayer™ system, according to Gene Kelsey, assistant general manager, Panasonic Interactive Media Division.

"Panasonic is continuing to get the 3DO message out through many different avenues," says Kelsey. "As a result, we're enjoying more consumer interest than ever before."

Perhaps the most important element driving that interest is the growing availability of high-quality, word of mouth-generating software. More than a hundred titles for the FZ-1 and new FZ-10 are currently on the market, with such highly-anticipated titles as Panasonic Software Company's *Super Street Fighter II Turbo*™, and *Myst*R, Electronic Arts' *FIFA International Soccer*, Crystal Dynamics' *Off World Interceptor* and Virgin Interactive Entertainment's *Demolition Man* available now or by next month. *Super Street Fighter II Turbo*, based on the phenomenally popular series of arcade games, is expected to be a particularly big draw.

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"*Super Street Fighter II Turbo* arrived in stores the day after Thanksgiving, and within the first two weeks of availability, retailers reported that it had sold out in many locations," says Kelsey.

In store for later this year, according to Kelsey, is a PowerPC-based upgrade, called the M2 Accelerator, which will provide REAL owners with true 64-bit performance and functionality. Additionally, MPEG-1 adaptors for both the FZ-1 and FZ-10 will let users enjoy feature films and other video material recorded in the new Video CD format. Peripherals available early this year include a mouse and a six-button game controller.

Both software and hardware have received rave reviews from the gaming media. *Die Hard Game Fan* magazine singled out Panasonic Software Company's *Super Street Fighter II Turbo*, *Burning Soldier*, *Guardian Wars* and *True Golf Classics: Waialae Country Club*[R] for recognition in a variety of categories, and called the FZ-1 "Best System of '94." The latter opinion was shared by The Miami Herald (Dec. 2, 1994).

National advertising of the REAL 3DO Interactive Multiplayer system continues with a commercial highlighting the system's superb graphics and realistic game play, with clips of exciting new software. Two aspects of the system are captured in a print campaign, running in key video game and mainstream consumer

publications. One attention-grabbing ad is designed to reach game enthusiasts, while the other focuses on the various applications of the 3DO unit. Both ads include an 800 number consumers can call to be connected directly with their local REAL dealer.

Bringing the FZ-1 directly to consumers across the country are the Sports Illustrated[R] Campus Fest[R] and the CityWalk display at Universal Studios, Hollywood. The 25-stop Campus Fest runs through Spring Break and gives students on college campuses nationwide an opportunity to experience the REAL 3DO Interactive Multiplayer system in a fun, arcade-like setting amidst other, more physical tests of skill.

"The Campus Fest is an excellent fit for the REAL 3DO Interactive Multiplayer," notes Kelsey. "It's specifically designed to appeal to our target audience. It also carries the torch begun last year with the Panasonic REAL World Mall Tour."

Consumers can experience 3DO in two ways at CityWalk, a microcosm of downtown Los Angeles perched on a hill above Universal Studios. The Panasonic Pavilion is highlighted by a 40-seat theater with a 24-foot screen, so the REAL action will take on epic proportions. CityWalk visitors can also sample the latest in sports software, children's educational games and a variety of other titles at themed 3DO displays, and receive the names of dealers in their area before they leave.

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In addition to playing dedicated 3DO 32-bit software, the REAL 3DO systems can play standard audio CDs and photo CDs.

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Model FZ-10

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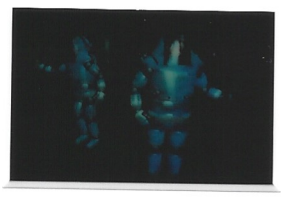
Model FZ-JM1



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